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CENTRAL INTELLIGENCE AGENCY

REPORT

CD NO.

50X1-HUM

INFORMATION FROM
FOREIGN DOCUMENTS OR RADIO BROADCASTS

COUNTRY

China

DATE OF

1950-51

SUBJECT

Sociological - Press

INFORMATION

HOW

Daily newspapers

DATE DIST.

2 Jul 1951

WHERE

PUBLISHED

PUBLISHED

Peiping; Shanghai

NO. OF PAGES 2

DATE

PUBLISHED

13, 19 Feb 1951

SUPPLEMENT TO

LANGUAGE

Chinese

REPORT NO.

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SOURCE

Newspapers as indicated.

GIVES DATA ON POST OFFICE SALE, DISTRIBUTION OF NEWSPAPERS, PERIODICALS, BOOKS

/Numbers in parentheses refer to appended sources/

The sale of newspapers, periodicals, books, and textbooks in 55,449 post offices throughout China has increased considerably since the system was adopted in March 1950. At present, an average of 140 different newspapers, or 70 percent of all the newspapers published in China, and 122 periodicals, compared to about 30 a year ago, are now being sold at post offices. During 1950, 5,400,000 copies of books and cextbooks were also sold by the post offices.

Under this system not only has distribution been facilitated, but the people in rural areas have been better served.(1)

A meeting of publication distributors was held in Peiping by the Ministry of Posts, Telegraph, and Telephone in February 1951 to report on the 1950 distribution achievements by post offices throughout China and to draft 1951 plans. Plans for 1951 include: (1) consolidation of the present distribution system through post offices, and (2) establishment of a distribution network by utilizing all other available means, such as privately owned distribution establishments in cities, hsien, and village governments, and various cooperatives in rural area, etc., where there is no postal service available.

It was also decided at the meeting that during 1951, post offices would distribute 3,400,000 issues of newspapers, or 54.5 percent above 1950, and 1,650,000 issues of periodicals, or 73.5 percent above 1950.

As to 1950 achievements, it was reported that 243 different newspapers and periodicals, about 45 percent of the total publications in China, representing 3,300,000 issues, were sold by the nation's post offices.(2)

- 1 -

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SOURCES

- 1. Peiping, Jen-min Jih-pao, 19 Feb 51
- 2. Shanghai, Ta Kung Pao, 13 Feb 51

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